

Matson Navigation Co.

The only Direct Line between San Francisco and Hilo, comprising the following Fast Sailors



Steamer ENTERPRISE

Bark ANNE JOHNSON
Bark SANTIAGO
Bark RODERICK DHU
Bark MARION CHILCOTT
Ship FALLS OF CLYDE
Tug CHAS. COUNSELMAN
Launch LURLINE

And other Specially Chartered vessels makes this trip with at least one of these boats each month, carrying both Freight and Passengers.

For dates of sailing and terms, Call upon,

Jno. D. Spreckels & Bros. Co.,

Agents,

327 Market St., San Francisco.

R. T. GUARD, Agent,

HILO, HAWAII.

HOP WARM CO.

Cor. King and Front Streets.

Dealers in Dry Goods,
Japanese and Chinese
Goods.

RATTAN FURNITURE.

HILO SALOON

KING STREET.

Enterprise Lager Beer

On Draught, Ice Cold.
10 Cents a Glass : : :

The Finest of

**Liquors,
Beers,
Wines, and
Cordials**

At Moderate Prices.

J. S. Canario,

Manager.

UNION • SALOON

SHIPMAN STREET

First Class

**LIQUORS
WINES AND
CORDIALS**

At Moderate Prices.

MIXED AND FANCY DRINKS

Concocted by

EXPERIENCED MIXOLOGISTS

The Celebrated

Enterprise Beer
On Draught.

Two Glasses for 25 cts.

J. G. SERRAO,
Proprietor.

MOSES & RAYMOND

**SINCER
SEWING
MACHINES**

Butterick Publications

DELINEATOR

BRIDGE STREET, - HILO Hilo, - - - Hawaii

Can't Eat

You certainly don't want to eat if you are not hungry. But you must eat, and you must digest your food, too. If not, you will become weak, pale, thin, good food, good appetite, good digestion,—these are essential.



Mr. Robert Venus, of Launceston, Tasmania, sends us his photograph and says: "I suffered greatly from loss of appetite, indigestion, pains in the stomach, weakness, and nervousness. Several doctors tried in vain to give me relief. A friend then induced me to try Ayer's Sarsaparilla, for it had done him much good. The first bottle worked wonders for me. Soon my appetite came back, my indigestion was cured, and I was strong and hearty."

AYER'S Sarsaparilla

There are many imitations "Sarsaparillas." Be sure you get Ayer's.

Keep your bowels in good condition by using Ayer's Pills. They cure constipation, coated tongue, biliousness, sick headache.

Prepared by Dr. J. C. Ayer & Co., Lowell, Mass., U.S.A.

For Sale by HILO DRUG COMPANY.

KEYSTONE SALOON

Draught Beer 10 Cents

When you need a drink call at the KEYSTONE, corner Front and Ponohawai streets.

A first class line of

**WINES
LIQUORS
BEERS**

always on hand.

Telephone 10

W. DOWNER

Proprietor.

Hilo Electric Light Co., Ltd.

Houses Wired and
Lights Installed

In accordance with the rules of the National Board of Fire Underwriters.

A complete stock of

ELECTRICAL SUPPLIES

Fan Motors at reduced price. Fixtures Shades, Table, Bed and Desk Lamps etc., always on hand.

Fan Motors . . . \$15
Sewing Machine Motor 20

Power for operating them \$1 a month

Just received, new stock of Shades of various patterns. Also Sewing Machine and Fan Motors.

Estimates furnished on all classes of Electrical Work and Contracts taken to install apparatus complete.

E. WERY

Stone Mason and Brick Layer

is ready to take contracts for work in any part of the Island

**Boiler Setting
a Specialty...**

E. WERY

Hilo, - - - Hawaii

COPY FOR NEWSPAPER ADS.

What the Store-News Says of a Difficult Art.

Preparing copy for a newspaper "ad" is one of the most important duties of the advertising man who is connected with a retail establishment. In the large cities where a half page or a larger space is used daily in each of four or five papers, the preparation of this large amount of copy keeps a force of three or four men busy during working hours.

Except for the amount of copy required, the work is exactly the same in the smaller advertising department where one man constitutes the entire force. As a rule, when it comes to preparing a newspaper ad, the advertising man has little time to experiment. He must decide, in a more or less definite way, just how he will have his ad appear and must proceed along these lines. While it rests entirely with him to say what shall appear in the space for which he is paying and in just what style it shall appear, he must remember that he cannot expect any newspaper to set up his ad two or three times until he finds a style he likes best. In fixing its advertising rates the average newspaper includes a reasonable amount for the expense for setting the type to appear in the space sold. This estimate is not sufficient to warrant wholesale changes or the resetting of any considerable portion of the matter, and such practice on the part of the ad man will soon bring him into dis-favor with the newspaper fraternity.

If the ad writer is familiar with type faces and sizes and is capable of "sizing matter" he will be justified in marking his copy exactly as he wants it. He must be prepared, however, to be satisfied, at least outwardly, with the result. If the printer "follows copy" and is then required to pull the ad to pieces and practically reset it the writer will soon get the reputation of not knowing what he wants and of being ignorant of type. Such a reputation is certain to "bob up" in the most unexpected places and should be carefully guarded against.

If copy is marked the writer must remember that he is responsible for the result. If the copy fills twice as much space as was intended the printer cannot be held responsible. It is not the easiest matter in the world to gauge copy accurately, but practice makes perfect and after a given style is adopted it soon becomes a comparatively simple task to regulate the copy to fit almost any given space.

Some writers adopt the fashion of using the same style in their ads day after day for a considerable period. This method makes life easier for ad man and for printer; it also establishes a direct connection between that particular style and the house which uses it.

There are many advantages about this method, but it is necessary to guard against allowing it to get into a rut and losing force.

In cases where the ad man does not mark his copy he should lay out a diagram of the same size as the space the ad is to occupy and should mark on this the divisions he wishes to appear. Each of these divisions should contain a number and a corresponding number should appear on the copy which is to occupy that particular space.

Advertised Letters.

Anakalea, Mrs. Hattie Fontanes, Sr. Do Juan Foster, Mr. Fred Galbraith, Mrs. Kaawili Hoolulu, Mr. J. K. Hewahewa, Mrs. Peke Kolomona, Mrs. Loheole, Mrs. Keeaumoku, Wm. Kanaka, Mrs. Kaleimaele, Mrs. Katherine, Miss Makuakae, J. K. Aaone, Mrs. Laura Forster Piopade, Manuel Joaquim de Freitas

Waiwaiola, Keli Josiah. W. I. MADEIRA, P. M., Per G. W. Weight, March 28, 1903.

Subscribe for the TRIBUNE, Island subscription \$2.50.

WORLD'S FAIR NEWS-NOTES.

Interesting Fact Concerning the Great Exhibition at St. Louis.

North Dakota has appropriated \$50,000 for the World's Fair, St. Louis.

Oklahoma's joint committee on the World's Fair has agreed to appropriate \$40,000 for the Oklahoma exhibit.

It has been proposed to reproduce Independence Hall for the Pennsylvania building at the World's Fair, St. Louis.

Herbert W. Bowen, U. S. Minister to Venezuela, reports that President Castro will make an effort to arrange his affairs so that he can visit the World's Fair, St. Louis, in 1904.

The California Legislature has decided on \$130,000 for a state exhibit at the World's Fair, St. Louis. This will be in addition to the county appropriations which will exceed the state appropriation.

Benedict Perry, aged twenty, of New Haven, Connecticut, has turned out some wonderful articles with a jack-knife made to represent a modern city. He intends to exhibit his work at the World's Fair, St. Louis, 1904, and there will be few exhibits which will represent more skill and patience.

The Missouri-Kansas zinc and lead district is at work on a scheme to build a large concentrating plant at the World's Fair, ship four or five car loads of mineral daily to be concentrated and let the Fair visitors see how the work is done in that region.

Charles Stanley, an inventor, of San Francisco, is building a huge air-ship to enter in the World's Fair aerial tournament at St. Louis in 1904. It is the most gigantic air-ship ever attempted; costing \$200,000, and the inventor proposes to fly from San Francisco to St. Louis in his machine.

The great military parade is to be one of the most important features of the three days ceremonies in connection with the centennial celebration of the Louisiana Purchase and the dedication of the World's Fair buildings at St. Louis, beginning April 30th next. Adjutant-General Corbin, the grand marshal, has selected Gen. Bates to command the 5,000 regulars and Gen. Roe, ranking officer of the New York National Guard, to command the militia regiments in the parade, which will number 10,000 to 15,000.

Indiana's Tall Men.

According to reliable statistics, the State of Indiana, says the Indianapolis News, produces the tallest men in the world. This curious fact comes out in the records made in the War Department during the Civil War.

By carefully prepared statistics it is shown that out of 118,254 soldiers supplied by Indiana 15,047 were 5 feet 10 inches tall, 8706 were 5 feet 11,6679 were 6 feet, 2614 were 6 feet 1, 1357 were 6 feet 2, 406 were 6 feet 3 and 330 were above this gigantic stature.

Dr. Gould, actuary of the United States Sanitary Commission, commenting recently on these unique statistics, said:

"It is evident from our statistics that the Indiana men are the tallest of the natives of the United States, and these latter the tallest of all civilized countries."

These figures seem to refute the oft-repeated statement that in the standing armies of one or two European countries the average height of its men exceeds that of any other country in the world.

Russia Wants Money.

Brussels, March 26.—Russia is negotiating in this market for a loan of one hundred million dollars.

There are some simple Remedies indispensable in any family. Among these, the experience of years assures us, should be recorded PAIN-KILLER. For both internal and external applications we have found it of great value; especially can we recommend it for colds, rheumatism, or fresh wounds and bruises—Christian Era. Avoid substitutes, there is but one Pain-Killer, Perry Davis'. Price 25c. and 50c.

California * Fertilizer * Works.

534 Clay Street, San Francisco.

M. D. HALL, Chemist.

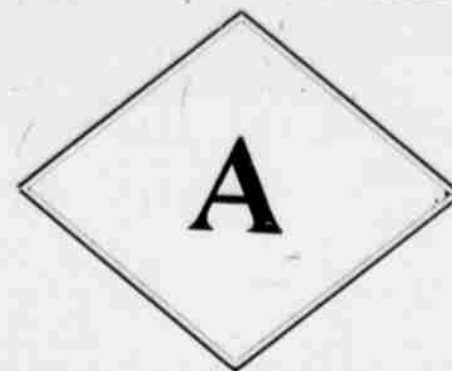
Manufacturers of and Dealers in . .

**Pure Bone Fertilizers
Pure Bone Meal
Complete Fertilizers of All Kinds
Nitrate of Soda
Sulphate of Ammonia
Sulphate of Potash
Fish Guano, Wool Dust, Etc.**

SPECIAL ATTENTION IS CALLED TO OUR

Celebrated

which has been
for the past fif-



Fertilizer

on this market
teen years.

And also to our . .

XX High-Grade Fertilizer

A large stock of these goods is kept constantly on hand and for sale at San Francisco prices, plus freight and other expenses,

By Our Hilo Agents,

**L. TURNER CO.
LIMITED**

HILO WINE AND LIQUOR COMPANY

J. S. CANARIO, Manager.

European Wines

European Brandies

European Champagnes

Scotch Whiskey

American Whiskey

in cases and bulk

California Wines

in cases and bulk

Holland Cins, Assorted

BEERS

**Schlitz
Lemps
Enterprise**

**ENGLISH ALES AND PORTER
LIQUORS**

TELEPHONE 90.

FRONT STREET, NEAR CHURCH.

Fresh Films Printing Paper and Photo Supplies

Received each month

We will develop your Plates or Films and print them for you. we are making a specialty of this work, and endeavor to give you the best possible results.

Kodaks and Cameras
at Eastern prices

And anyone purchasing a Camera from us will be instructed how to take and make a picture

HILO DRUG CO., Ltd., Hilo